

Exhibit 11

Subscribe Share ▾ Past Issues Trans

Click to view online

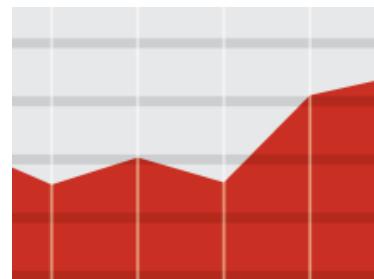
View Online

Mass Tort Advertising Report

December 2014

THE SILVERSTEIN GROUP

REPORT HIGHLIGHTS

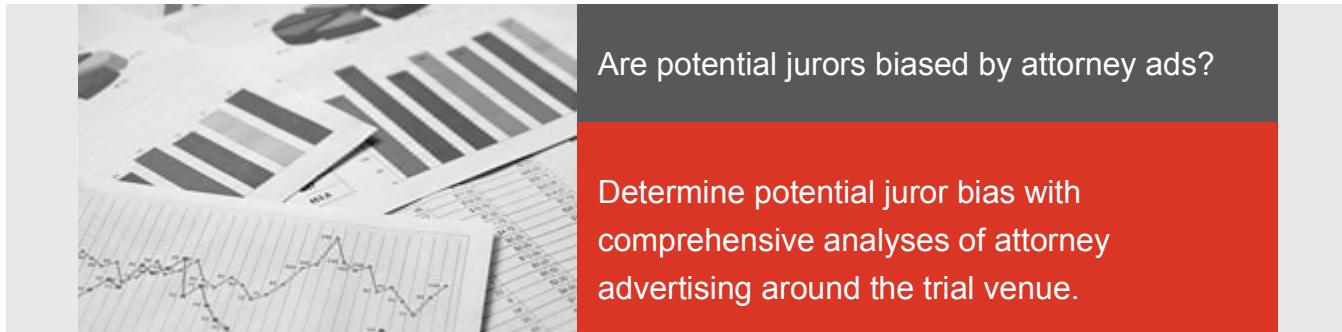


Xarelto remains top drug or device despite drop in ads
Xarelto was once again the top drug featured in mass tort TV ads and should remain a primary target after the recent decision to **consolidate nearly two dozen suits** in federal court.

Benicar ad spend triples
Mass tort ads targeting the blood pressure drug Benicar more than tripled in November following an FDA warning that the drug causes severe **gastrointestinal problems** and the filing of a number of lawsuits.

Pelvic mesh ads up after plaintiffs' victories

Following a **number of plaintiffs' victories** at trial, advertising spending on mass tort ads targeting pelvic mesh products increased by 27% in November.



DRUGS & MEDICAL DEVICES

TOP MOVERS

Drugs and medical devices with the greatest change in the estimated amount spent compared with the previous month.



Biggest Increase

Pelvic Mesh +27%

- November: \$3.8M
- October: \$3M

Top 3 Increases

1. Pelvic Mesh +\$830K
2. Hip Implants +480K
3. Benicar +154K

**Biggest Decrease**

Xarelto -26%

	November: \$5.3M
	October: \$7.2M

Top 3 Decreases

1. Xarelto -\$1.9M
2. Risperdal-Risperidone -\$480K
3. Testosterone -\$270K

TOP DRUGS & MEDICAL DEVICES FEATURED IN MASS TORT ADS



1. XARELTO: \$5.3M
2. PELVIC MESH: \$3.8M
3. HIP IMPLANTS: \$1.4M
4. POWER MORCELLATORS: \$1.4M
5. TESTOSTERONE: \$680K
6. OTHER: \$2M



Know before the lawsuits are filed.

Detect and monitor litigation threats with regular reports on mass tort TV ads targeting particular drugs and devices.



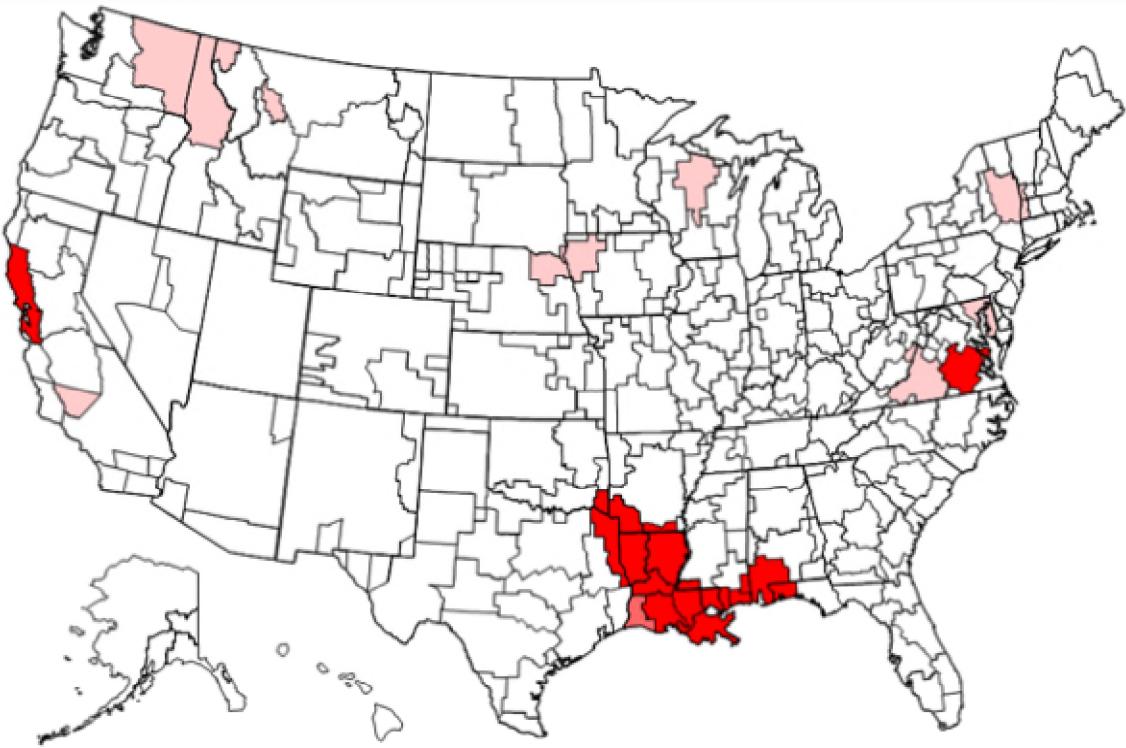
Law firms launch airbag defect ad campaigns amidst auto recalls

In the wake of national recalls of vehicles with Takata airbags, plaintiffs' law firms have begun an aggressive advertising campaign seeking potential victims.

Over \$340,000 was spent by law firms in November to air nearly 1,100 ads focused on the airbag issue.

[Read full article](#)

AIRBAG RECALL MASS TORT ADS: EST. SPENDING BY MEDIA MARKET, NOVEMBER 2014.



Top Markets:

1. Richmond
2. San Francisco
3. New Orleans
4. Baton Rouge
5. Shreveport

Key:



\$147K

National Broadcast*

\$12K

National Cable**

* Includes national broadcast networks such as CBS, ABC, and Fox.

** Includes national cable channels such as ESPN, CNN, and Fox News.

TOP MASS TORT ADVERTISERS, NOVEMBER 2014.



Top Sponsor Spending

	PULASKI & MIDDLEMAN ATTORNEYS: \$2.3M
	GOLDWATER LAW FIRM: \$1.6M
	PARILMAN & ASSOCIATES ATTORNEYS: \$1.5M
	RELION GROUP: \$837K
	AVRAM BLAIR & ASSOCIATES: \$807K

VIDEOS

Airbag Recall Mass Tort Ads



Watch Video At Mass Tort
Ad Watch Blog

Benicar Mass Tort Ad



Watch Video



Email Us



Follow Us



Connect With Us

The Silverstein Group, using data provided by Kantar Media's Campaign Media Analysis Group, analyzes television advertising by lawyers and law firms in 211 media markets and on 11 national broadcast networks and more than 80 national cable networks. To purchase customized analyses of advertising focused on particular products, media markets, or law firms, please contact us at: info@silversteingroup.net

*Copyright © 2014 The Silverstein Group, All rights reserved.
You are receiving this email because you have expressed an interest in our legal advertising data.*

Contact Us:

The Silverstein Group
901 Fifteenth Street, NW
Suite 1101
Washington, DC 20005

THE
SILVERSTEIN
GROUP

[Unsubscribe](#)